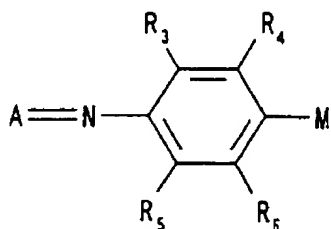


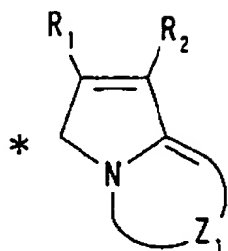
WHAT IS CLAIMED IS:

1. An ink-jet ink comprising a coloring composition including an oil-soluble dye represented by following general formula (I):



General formula (I)

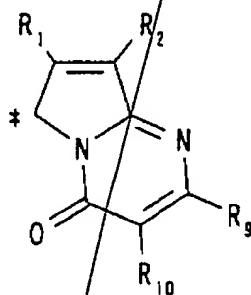
5/27
wherein A represents a group represented by general formula (II), R₃-R₆ each independently represents a hydrogen atom or a substituent, M represents -OY or -N(R₇)(R₈), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R₇ and R₈ each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group, R₇ and R₈ may be bonded to each other to form a ring, any of a pair R₄ and R₇ and a pair R₆ and R₈ may be bonded to each other to form a ring, any of a pair R₃ and R₄ and a pair R₅ and R₆ may be bonded to each other to form a ring, and general formula (II) is as follows:



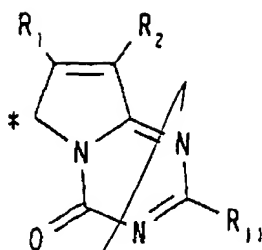
General formula (II)

wherein R_1 represents a hydrogen atom or a substituent, R_2 represents a substituent, Z_1 represents a group of non-metal atoms necessary for forming a 6-membered nitrogen-containing heterocycle, and * represents a bonding position.

2. An ink-jet ink according to claim 1, wherein A in general formula (I) is a group represented by one of following general formula (III) and general formula (IV):



General formula (III)



General formula (IV)

wherein R₁ represents a hydrogen atom or a substituent, R₂ represents a substituent, R₉, R₁₀ and R₁₁ each independently represents a hydrogen atom or a substituent, and * represents a bonding position.

3. An ink-jet ink according to claim 1, wherein the oil-soluble dye represented by general formula (I) is dispersed in a water-based medium.

4. An ink-jet ink according to claim 3, wherein the oil-soluble dye represented by general formula (I) is dissolved in a high boiling point organic solvent having a boiling point of at least 150 °C and a dielectric constant of 3 to 12 before being dispersed in the water-based medium.

5. An ink-jet ink according to claim 3, wherein coloring particulates, which contain the oil-soluble dye represented by general formula (I) and an oil-soluble polymer, are dispersed in the water-based medium.

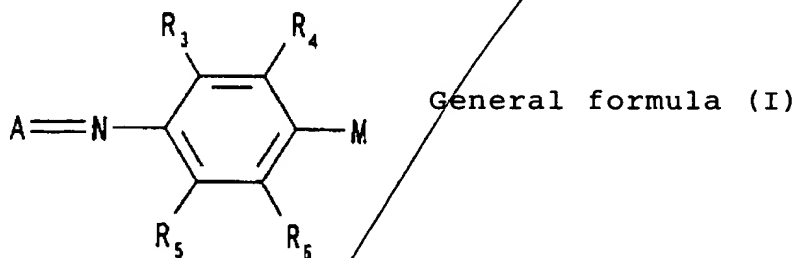
6. An ink-jet ink according to claim 5, wherein content of the oil-soluble polymer in the coloring composition is from 10 to 1000 mass parts, relative to 100 mass parts of the oil-soluble dye.

7. An ink-jet ink according to claim 5, further comprising a high boiling point organic solvent.

8. An ink-jet ink according to claim 7, wherein content of the high boiling point organic solvent in the coloring composition is from 1 to 1000 mass parts, relative to 100 mass parts of the oil-soluble dye.

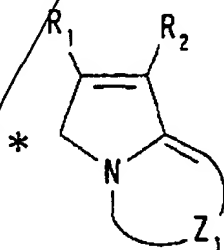
9. An ink-jet ink according to claim 5, wherein, in the coloring particulates, the oil-soluble dye is dispersed in the oil-soluble polymer.

10. A coloring composition comprising an oil-soluble dye represented by following general formula (I):



wherein A represents a group represented by general formula (II), R₃-R₆ each independently represents a hydrogen atom or a substituent, M represents -OY or -N(R₇)(R₈), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R₇

and R_8 each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group, R_7 and R_8 may be bonded to each other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other to form a ring, any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to form a ring, and general formula (II) is as follows:



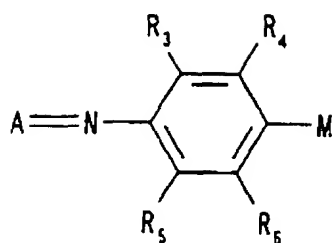
General formula (II)

wherein R_1 represents a hydrogen atom or a substituent, R_2 represents a substituent, Z_1 represents a group of non-metal atoms necessary for forming a 6-membered nitrogen-containing heterocycle, and * represents a bonding position.

11. A coloring composition according to claim 10, wherein said coloring composition is used for an ink composition.

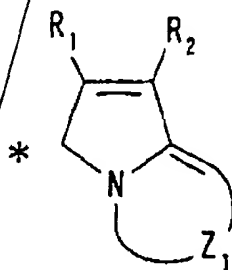
12. An ink jet recording method wherein recording is performed using an ink-jet ink that includes a coloring composition including an oil-soluble dye represented by following general formula (I):

SUB
Q37



General formula (I)

wherein A represents a group represented by general formula (II), R_3 - R_6 each independently represents a hydrogen atom or a substituent, M represents $-OY$ or $-N(R_7)(R_8)$, Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R_7 and R_8 each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group, R_7 and R_8 may be bonded to each other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other to form a ring, any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to form a ring, and general formula (II) is as follows:

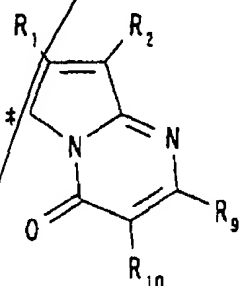


General formula (II)

wherein R_1 represents a hydrogen atom or a substituent, R_2 represents a substituent, Z_1 represents a group of non-metal atoms

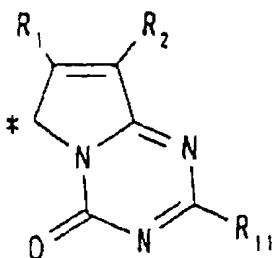
necessary for forming a 6-membered nitrogen-containing heterocycle, and * represents a bonding position.

13. An ink jet recording method according to claim 12, wherein A in general formula (I) is a group represented by one of following general formula (III) and general formula (IV):



General formula (III)

SUB
C3



General formula (IV)

wherein R_1 represents a hydrogen atom or a substituent, R_2 represents a substituent, R_9 , R_{10} and R_{11} each independently represents a hydrogen atom or a substituent, and * represents a bonding position.

14. An ink jet recording method according to claim 12,

wherein the oil-soluble dye represented by general formula (I) is dispersed in a water-based medium.

15. An ink jet recording method according to claim 12, wherein the oil-soluble dye represented by general formula (I) is dissolved in a high boiling point organic solvent having a boiling point of at least 150 °C and a dielectric constant of 3 to 12 before being dispersed in the water-based medium.

16. An ink jet recording method according to claim 12, wherein coloring particulates, which contain the oil-soluble dye represented by general formula (I) and an oil-soluble polymer, are dispersed in the water-based medium.

17. An ink jet recording method according to claim 16, further comprising a high boiling point organic solvent.

18. An ink jet recording method according to claim 16, wherein, in the coloring particulates, the oil-soluble dye is dispersed in the oil-soluble polymer.